



Karyn J. Taylor
Trial Consultant and Founder, The Strategic ImageSM

Karyn J. Taylor comes to the legal field after a long and distinguished career in broadcast journalism. A former staff Producer/Director/Writer for *60 Minutes*, *20/20* and *Closeup*, she has produced for *Frontline*, *Life & Times*, *ABC News*, *The Dow Jones Investor Network*, *Lifestyles of the Rich & Famous* and more. She is the recipient of over 15 journalism and filmmaking awards and has been nominated for two *EMMY*'s, a *Writers Guild Award*, a *Humanitas Prize* and Columbia University's *Alfred I. du Pont Award*. Karyn graduated *magna cum laude* from Wellesley College and in 1987, received a prestigious *John S. Knight Fellowship for Professional Journalists* at Stanford University. She returned to academia to teach broadcast journalism at UCLA Extension in 1994 and in 2004, became a Finalist (top 10 out of 6,072 entries) in the Academy of Motion Picture Arts and Sciences' *Nicholl Fellowships in Screenwriting*.

Karyn was introduced to the field of trial consulting while covering a product liability lawsuit for 60 Minutes. Inspired to bring her expertise in storytelling and visual persuasion to the task of persuading the trier of fact, she joined *Litigation Sciences, Inc.* in 1992 and *DecisionQuest* in 1997. She gathered a crackerjack team of communications experts and visual storytellers to found the trial consulting and business communications firm, *The Strategic Image*, in 2003.

Since joining the legal field, Karyn has worked most frequently on cases involving intellectual property, patent infringement, insurance bad faith, entertainment, medical malpractice, professional malpractice, employment, construction defects, construction claims and business contracts and is proud to have been on the winning side in the vast majority. In 1992, she produced a computer-animated tutorial on the ring laser gyroscope that was instrumental in winning a record \$1 billion patent infringement verdict for Litton Industries (*Litton vs. Honeywell*). She helped a small contractor win a \$40 million dollar verdict against Exxon in 1998 – then the largest construction verdict ever in California (*Enserch vs. Exxon*) – and in 1999-2000, she designed over 700 static graphics, 24 computer animations and two videos to explain structural engineering and earthquake code to a jury on the island of Guam. Her client was awarded \$73.4 million each in compensatory and in punitive damages – two of the top 15 largest verdicts of 2001 and 2002 (*Kawasho vs. Mitsui*).

Karyn has been a featured speaker at events sponsored by The American Bar Association (Litigation, Minority and Construction sections), The State Bar of California (Intellectual Property section), The Women Lawyers of Los Angeles, The Continuing Education of the Bar, The Inns of Court and numerous local bar associations. She is a co-author of the book, *Create the Business Breakthrough You Want: Secrets and Strategies from the World's Greatest Mentors*, with co-authors and well-known business gurus, Mark Victor Hansen (*The One Minute Millionaire*), Brian Tracey (*The Psychology of Selling*) and Robert G. Allen (*Nothing Down*).

As the driving force behind The Strategic Image, Karyn helps her clients utilize juror psychology, social science research and the power of Conceptual PersuasionSM to maximize their odds of winning in court, in business and in their careers.